



USA Pavilion at



Food and Hotel Korea 2004

***March 3-5, 2004 at the
Agro-Trade and Exhibition Center***

The Market:

- ❖ Economically and industrially, Asia is the fastest-growing region in the world. Asia has more than one-half of the world's population, with a projected growth of 44 percent over the next 50 years.
- ❖ South Korea is one of the world's largest food-importing countries. It relies on imported products for almost three-quarters of its consumption.
- ❖ Within the Asia Pacific, it is the third largest market for imported consumer food and beverages, with a value of almost \$5 billion per annum.
- ❖ Total 2003 imports of agricultural and fishery products are forecast at \$13.5 billion, a 5 percent increase from 2002.

Why Exhibit at Food and Hotel Korea:

- ❖ Trade-only exhibition
- ❖ Exposure to thousands of buyers from hotels, restaurants, fast food/quick service outlets, supermarkets, hypermarkets, grocery stores, food and drink importers, wholesalers, distributors as well as purchasing officers in the industrial catering sectors.
- ❖ Test market your products
- ❖ Obtain agent and distributor agreements
- ❖ On-site sales
- ❖ Generate exposure, first hand market research, and personally experience the Korean market for yourself

Best Prospects:

Fruits and vegetables; processed foods; meat and poultry; confectioneries; snack foods; convenience foods; seafood; non-alcoholic beverages; wines and spirits; dried fruits and nuts; dairy products; grains.

Food and Hotel Korea 2003 Success:

- ❖ First truly international and trade-only exhibition
- ❖ US exhibitors generated approximately \$100,000 on-site sales
- ❖ US exhibitors reported approximately \$7 million in potential 12-month sales
- ❖ Each US exhibitor averaged 17 serious contacts

Walk-On-Booth:

- ❖ Full booth design and construction
- ❖ Daily booth cleaning
- ❖ Free listing & photo entry in the U.S. section of the Advanced Buyers Guide
- ❖ Free listing & photo entry in the Show Directory and U.S. Pavilion Directory
- ❖ Access to U.S. Business Lounge
- ❖ Free exhibitor passes and visitor tickets

Interested in Exhibiting Contact:

USDA/FAS Contacts:

Khaliaka Meardry

USDA/FAS Washington

Tel: 202-720-3065 Fax: 202-690-4374

Email: Khaliaka.Meardry@FAS.USDA.GOV

Sangyong Oh

USDA/FAS Agricultural Trade Office S.

Korea

Tel: 011-822-397-4188

Fax: 011-822-720-7921

Sangyong.Oh@fas.usda.gov

Stand Organizer:

Robert Chang/Sabrina Lu

Commerce Tours International,
Inc.

870 Market Street

Suite 921

San Francisco, CA 94102

Tel: (415) 433-3072

Fax: (415) 433-2820

E-mail: comtours@aol.com

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Food Show Plus!

International Exposure at Your Fingertips. The Food Show Plus!
program varies per show and could include:

- Pre-show product research regarding pricing, import regulations, etc.
- Invited qualified visitors to your booth
- Translation of booth and sales material
- Providing technical interpreters at your booth
- Local industry tours
- Show leads

For more information contact:

Food Export USA-Northeast: Philadelphia, PA

Tel: 215-829-9111, Fax: 215-829-9777, www.foodexportusa.org

Mid-American International Agri-Trade Council (MIATCO): Chicago, IL

Tel: 312-944-7777, Fax: 312-944-1144, www.maitco.org

The Southern U.S. Trade Association (SUSTA): New Orleans, LA

Tel: 504-568-5986, Fax: 504-568-6010, www.susta.org

The Western U.S. Agricultural Trade Association (WUSATA):

Vancouver, WA

Tel: 360-693-3373, Fax: 362-693-3464, www.wusata.org